

# Forum Chemical Industry 2015

## “New Markets through Innovation: Challenges of the Chemical Industry”

Date: Sep 30, 2015

Location: Tokyo, Japan

On September 30, 2015, *Germany Trade & Invest* held the Forum Chemical Industry 2015 at the Palace Hotel in Tokyo. The forum specifically focused on the chemical industry, innovative concepts and next generation technologies. An overview of the profitability of German chemical companies and the reasons behind Honshu Chemical's decision to invest in Germany were presented in the Industry Session. In the concluding Innovation Session, the “dream reaction” (concept of producing plastics from CO<sub>2</sub> as a replacement for crude oil) and the Bioeconomy national research program were presented.

Following these sessions, the “German Business Lounge” provided a platform to establish, maintain and intensify personal contacts to both the industry experts and the speakers. Around 60 selected attendees from Japanese chemical-related industry, research, and politics participated in the Forum Chemical Industry 2015.

Please see our picture gallery to get a few impressions.



· [Picture Gallery](#) ▶

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## Program

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01.30 pm Registration

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## Welcoming

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02:00 pm Mr. Ansgar Sickert, First Secretary (Industrial Policy),  
Embassy of the Federal Republic of Germany, Tokyo

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## Industry Session

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02.15 pm Germany Trade & Invest: your partner in getting access to Germany  
Mr. Iwami Asakawa, Japan Representative, *Germany Trade & Invest GmbH*

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02.30 pm Hi-Bis GmbH Business milestone in Germany  
Mr. Yoshiyuki Funakoshi, Chairman of the Board of Directors, Honshu Chemical Industry Co., Ltd.

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02.45 pm Germany's Chemical Industry: Keys to Profitability  
Mr. Marcus Schmidt, Director Chemicals & Healthcare, *Germany Trade & Invest GmbH*

· [Presentation ▶](#)

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03.15 pm Coffee Break

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## Innovation Session

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04.00 pm German National Research Strategy *BioEconomy*: Industrial Biotechnology to Substitute Crude Oil  
Mr. Thorsten Bug, Senior Manager Chemicals, *Germany Trade & Invest GmbH*

· [Presentation ▶](#)

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04.30 pm Innovation - a strategic success factor for Evonik  
Mr. Ralf Mayer, General Manager & Head of Business Innovation, Evonik Japan Co.Ltd.

· [Presentation ▶](#)

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05.00 pm A dream comes true - Use of carbon dioxide for the production of plastics  
Mr. Kai Laemmerhold, Head of Process Technology & Composites PUR Application Development Asia / Pacific, Bayer MaterialScience (China) Co.Ltd.

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05.30 pm German Business Lounge with buffet

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## CONTACT US

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